

## In Harmony Studios – Branding Assets

- **What's your message?**
  - **Slogan:** “Quality work at any size”
  - **Backstory:** Per Advertising by Design by Robin Landa, “unity occurs when all elements within a composition appear to be harmonious and belong together, forming a cohesive unit.” We named our agency In Harmony Studios because we can bring together the ideas of our clients and build the design that is the best balance for their wants and needs. We work in harmony with the client and connect the necessary graphic elements for each project. We create quality work at any size.
  - **Mission Statement:** At Harmonious Design Studio, we are a diverse team aiming to provide a range of graphic design services through our versatility and consistency. We strive to make the design process a great experience for our clients.
- **Who are you?**
  - **Target Audience:** young to middle age business professionals
    - Small to mid-size businesses
  - All female designers – tied to our color palette of pink + typography using thinner strokes and slight curves
- **What is your look?**
  - Simple, elegant, modern, unique, & thoughtful
  - **Color:** Pink (below is the color codes from the logo color chosen tonight)
    - Hex: F06CA8
    - RGB: 240, 108, 168
    - CMYK: 0, 55, 30, 6
  - **Typography:**
    - Optima, bold, all caps (HEADERS)
    - Helvetica Neue, medium, all lower case (subheaders)
    - Helvetica Neue, regular (body, copy text)
    - Helvetica Neue, light (header, footer, copyright)